

# So you want a career in general management...

For a successful career in general management, you must be prepared to take on a variety of roles and have a broad base of functional knowledge and leadership competency. Effective general managers must be adept strategic thinkers with strong financial planning skills, who can manage operations to deliver results. Moreover, they must be effective leaders, able to leverage strong interpersonal skills and communication expertise to foster collaboration across the enterprise.

## Functional Skills



### Strategy

General managers must chart a path forward for their organization, leveraging technology and disruptive forces to create new ways of delivering value to stakeholders. These courses craft your strategic thinking and prepare you to lead in the digital economy.

- 8481 Global Industry Economics (Q1)
- 8535 Growth and Business in Emerging Markets (Q1)
- 8190 Taxation and Management Decisions (Q1)
- 8033 Digital Marketing (Q1, Q2)
- 8496 Data Science in Business (Q2)
- 8171 International Corporate Finance (Q2)
- 8014 Strategic Thinking (Q2)
- 8758 Strategy in the Digital Age (Q3)
- 8330 Business-Government Relations (Q3)
- 8172 Financial Crises and Civic Reaction (Q3, Q4)



### Financial Analysis and Economics

General managers must make sound business decisions based on insightful financial analyses with a desire to be good stewards of enterprise resources. Core to that endeavor is the need for cost control, capital allocation, and performance measurement at various levels within an organization.

- 8423 Corporate Financial Policies (Q1)
- 8190 Taxation and Management Decisions (Q1)
- 8465 Management Planning and Control Systems (Q1)
- 8170 Managerial Finance (Q2)
- 8759 The Economics of Money and Banking (Q2)
- 8023 China in the World Economy (Q3)
- 8470 Corporate Financing (Q3)
- 8013 Strategic Corporate Governance (Q3)
- 8390 India in the World Economy (Q4)



### Management and Operations

When you have profit and loss responsibility for a business unit, you are accountable for delivering results. These courses help you understand how to manage product development and innovation, crafting the value proposition for the customer, and manage operations to deliver to the customer.

- 8636 Digital Product Management (Q1)
- 7608 General Management and Operational Effectiveness (Q1)
- 8626 Global Economics of Water (Q1)
- 8465 Management Planning and Control Systems (Q1)



## Management and Operations Cont.

- 8065 Managing Sustainability from the Inside Out (Q1)
- 8170 Managerial Finance (Q2)
- 8024 Strategy Execution (Q2)
- 8067 Managing Innovation (Q3)
- 8180 Hot Topics in Analytics (Q4)
- 8390 India in the World Economy (Q4)
- 8429 Managing Conflict & Leveraging Consensus (Q4)

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## Interpersonal Skills

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### Leadership

Effective general managers are skilled leaders who leverage the talent of their people to create results. To be an effective leader, you must develop, empower, and inspire your people to perform at the highest level and with the greatest degree of integrity possible.

- 8619 Leading Teams (FY-Q4)
- 7619 Paths to Power (FY-Q4)
- 8019 Defining Moments (Q2)
- 8015 Behavioral Decision Making (Q4)
- 8274 Leadership When it Really Counts (Q4)
- 8706 Leadership, Diversity and Leveraging Difference (Q4)



### Communication

The best solutions are useless if they aren't shared with stakeholders in compelling ways. You must ensure your message is received and embraced by other individuals, teams, clients, and corporate and government entities.

- 7600 Data Visualization and Analytics (FY-Q4, Q1)
- 7605 Strategic Communication (FY-Q4)
- 8930 Negotiations (Q1, Q2)
- 8395 Communicating Financial and Sustainability Performance (Q2)
- 8320 Leadership Communication During Times of Disruption and Transformation (Q3)
- 8620 Brand Management: Creating, Testing, and Analyzing New Brand Strategies (Q3)



### Creativity and Problem Solving

Being original is not a luxury in a globally diverse, hypercompetitive marketplace. You must be able to see—and help others see—problems as novel opportunities upon which they can capitalize. These courses help you foster creative environments and generate innovative outputs.

- 7618 Effectual Entrepreneurship (FY-Q4, Q4)
- 8042 The Spirit of the New Workplace (Q2)
- 8621 Project Management (Q2)
- 8055 Analytics for Experiments, Forecasts, and Growth (Q3)
- 8459 Innovation and Design Experience (Q3, Q4)
- 8476 Collaboration Lab (Q4)
- 8989 Critical and Creative Thinking in Business (Q4)

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